AMENDMENTS TO THE CLAIMS

Following is a complete listing of the claims pending in the application, as amended.
Additions are delineated by underlined words and deletions are delineated by strikethrough
words

1.   (Currently Amended) A method for managing opt-out or unsubscribe information
comprising:

collecting an e-mail address and contextual information for a user;

storing the e-mail address and contextual information in a database;

processing the contextual information corresponding to the e-mail address and
contextual information for rule-based and learning-based use to fit the e-mail address within a
permission spectrum based on the processed contextual information; and

distributing or sharing the e-mail address and contextual information, and derived
processed contextual information data to an entity entitled to such information, at intervals or
upon request, wherein the entity sends information to the e-mail address based on the
permission level indicated by the permission spectrum.

2.   (Original) A method as recited in claim 1, wherein the act of collecting opt-out or
unsubscribe e-mail information includes:

input from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file
import, or other input mechanisms.

3.   (Original) A method as recited in claim 1, further including:

configuring the act of collecting opt-out or unsubscribe e-mail information.

4.   (Original) A method as recited in claim 1, further including:

selecting a distribution method from a plurality of methods including File Transport
Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or
other network transport mechanism.

5.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to conform to legal standards or best
practices for e-mail marketing.

6.   (Previously presented) A method as recited in claim 5, further including:

configuring the definition of "legal standards" or "best practices";

querying in real time whether sending a particular e-mail conforms to "legal standards"
or "best practices" for each e-mail address.

7.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

8.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

9.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

10.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

11.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

12.   (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms for e-mail list "cleaning" of addresses to be removed.

13.   (Currently Amended) A system for managing opt-out or unsubscribe information comprising:

means for collecting an e-mail address and contextual information for a user;

means for storing the e-mail address and contextual information in a database;

means for processing the <u>contextual information corresponding to the</u> e-mail address ~~and contextual information~~ for rule-based and learning-based use <u>to fit the email address within a permission spectrum based on the processed contextual information</u>; and

means for distributing or sharing the e-mail address ~~and contextual information, and derived~~ <u>processed</u> ~~data~~<u>contextual information</u> to an entity ~~entitled to such information, at intervals or upon request.~~<u>, wherein the entity send information to the e-mail address based on the permission level indicated by the permission spectrum.</u>

14.   (Original) A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also sends e-mail.

15.   (Original) A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also provides e-mail list management functions.

16.   (Original) A system as recited in claim 13, further comprising means for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

17.   (Original) A system as recited in claim 13, further comprising means to configure the method for collection of opt-out or unsubscribe e-mail information.

18.   (Original) A system as recited in claim 13, further comprising means to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

19.   (Original) A system as recited in claim 13, further comprising means for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

20.   (Previously presented) A system as recited in claim 19, further comprising means to define or configure "legal standards" or "best practices" and to query in real time whether sending a particular e-mail conforms to "legal standards" or "best practices" for each e-mail address.

21.   (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

22.   (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

23.   (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

24.   (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

25. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

26. (Original) A system as recited in claim 20, further comprising means for utilizing the system for e-mail list "cleaning" of addresses to be removed.

27. (Currently Amended) A computer program embodied on a computer readable medium for managing opt-out or unsubscribe information, the computer program code comprising:

a code segment for collecting an e-mail address and contextual information for a user, wherein the user is provided with a configurable opt-out link to provide the contextual information;

a code segment for storing the e-mail address and contextual information in a database;

a code segment for processing <u>contextual information corresponding to the</u> the e-mail address <s>and contextual information</s> for rule-based and learning-based use <u>to fit the e-mail address within a permission spectrum based on the processed contextual information</u>; and

a code segment for distributing or sharing the e-mail address<s>, contextual information, and derived</s> <u>and</u> processed <u>contextual information</u> <s>data</s> to an entity<u>,</u> <s>entitled to such information, at intervals or upon request.</s><u>wherein the entity sends information to the e-mail address based on the permission level indicated by the permission spectrum.</u>

28. (Original) A computer program as recited in claim 27, further comprising a code segment for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

29. (Original) A computer program as recited in claim 27, further comprising a code segment to configure the means for collection of opt-out or unsubscribe e-mail information.

30. (Original) A computer program as recited in claim 27, further comprising a code segment to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

31. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

5

32. (Previously presented) A computer program as recited in claim 31, further comprising a code segment to define or configure "legal standards" or "best practices" and to query in real time whether sending a particular e-mail conforms to "legal standards" or "best practices" for each e-mail address.

33. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

34. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

35. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

36. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

37. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

38. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for e-mail list "cleaning" of addresses to be removed.

39. (New) A method as recited in claim 1, wherein the permission spectrum has a first limit, a second limit, and an intermediate gradient between the first limit and the second limit, such that:

the entity sends unlimited information to an email address that is fit at the first limit;

the entity sends no information to an email address that is fit at the second limit;

the entity sends limited information to an email address that is fit within the intermediate gradient, wherein the limited information is derived based on the processed contextual information.